



Summary: Taste of Home is the world's leading food media brand; publishing four magazines with over 3.1 million circulation, over 40 special interest recipe collections, dozens of cookbooks and hosting over 300 local cooking schools around the country each year. They had built a loyal and engaged visitor base, but were looking to expand their video offerings. They had some professional content they had created in house, but not a huge amount. Their budget was tight and their vision was expansive. Could they become THE leading recipe video site on the web, without breaking the bank? Six months later, the results are in - and they're impressive.

The Base Case:

The web presence for Taste Of Home magazine (TOH) has always been driven by a warm, friendly community and user submissions. TOH magazine was launched to invite user submissions, filter them, and publish a bi-monthly magazine. Today TOH has 34,000 recipes.

Lead by Renee Jordan, TOH was shooting and publishing professional cooking videos each week, but found themselves unable to produce enough content to generate long visits or multiple return visits per week. With 34,000 recipes on line, TOH had about 200 videos in their collection. At the point they went looking for a video platform solution, they were using an in-house player and serving about 500 streams a day, with little growth.

Enter Magnify.net

As part of a video consultation provided by Quantum Media Consultants of New York, Taste Of Home was introduced to the concept of video Aggregation and Curation. Simply put, the TOH staff could use their knowledge of cooking and food related information to provide the 'special sauce' that would separate good video from bad on the web.

After a review of vendors, Magnify.net was selected to provide the platform.

The launch date of July 10th was aggressive, giving both the Magnify.net and TOH teams just under 3 months to build a sophisticated integration. This

included Single Sign On (SSO), a completely seamless look and feel, CSS integration, XML search, and consolidated video and text on pages served by TOH.

The result was that TOH was able to create a custom, contextual video experience in which the resources of the web were sorted and organized into playlists that provided visitors with easily navigable collection of videos for their knowledge and enjoyment.

Results:

The TOH team was able to quickly gather and added about 1000 videos, and presented 500K + video related page views to users. The growth in page views has been tremendous, more than a 360% increase since launching with Magnify.

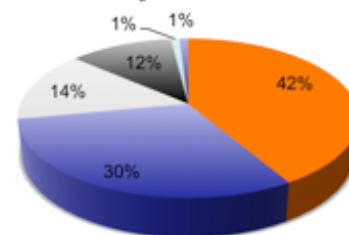
This is a significant step in the evolution of Magazine media. As TOH GM Renee Jordan tells Will Richmond of VideoNuze: "This is what needs to happen in the real world of the Internet."

TOH has tripled its video collection, with more than 1000 videos now available to visitors. In addition to excellent results quantitatively, TOH found magnify's platform engaging to users qualitatively as well. Said Jordan: "Aligning with Magnify.net to create a singular video space that features the best cooking and entertaining tips allows us to reach and involve our ever growing Taste of Home family in exciting new ways."

Customer Showcase: TasteofHome.com



Taste of Home Video Plays by Source



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"The TOH site gathers video from across the web, and mixes it with their content. The result is increased pageviews, lower costs, and more time on site and pages per visit."

So, what does this mean in the real world? The questions are pretty clear - how does this break through the monetization barrier that has bedeviled User Generated Video, and does this have a real world impact on revenues for publishers like Taste of Home?

Well, first of all - if you go to the Taste Of Home site, and look at some videos: you'll find that they've integrated a sophisticated pre-roll opportunity into the user experience.

For example, to see how a pre-roll ad and companion ad are delivered, you just need to watch this video about how to make Veggie-Ribbons.

So if you're more in the mood for a Perfect Hot Chocolate - then this video, discovered by Magnify.net's metasearch and selected by the editors of Taste Of Home may hit the spot. Notice, no pre-roll in front of embedded videos, just adjacent ad placements.

Not only is TOH mixing 'Pro', 'Visitor Contributed', and 'Collected' video, but they're mixing pre-roll in thoughtful way that provides a mix of easily accessible content and an a scalable ad model.

The Cost of Curated Video:

What the Taste of Home team learned was that they could effect a 'blended' cost of content by mixing their high quality video shot in the TOH kitchen, with gathered and collected content, and then mix in user submitted content.

Here's the way it looks:

Created Content. Cost includes talent, set, shooting, editing, uploading, storage, and delivery. \$\$\$\$

Collected Content. Cost is just the staff time to select video. No storage, hosting, or serving costs. \$

Contributed Content. Users upload, staff simply approves or rejects. Minimal cost.

But, more importantly - here's what the mix of add inventory looks like:

Created Content. TOH owns 100% of inventory. Pre-roll, on page, lower third, and pop over ads.

Collected Content. TOH controls on page advertising, sites that deliver video control pre-roll and lower third ads.

Contributed Content. TOH owns 100% of inventory. Pre-roll, on page, lower third, and pop over ads

So, looking down the road, the economics of mixing pro video with user-contributed (and pro curated) video is clear. Publishers with an active and engaged user community can start to increase their video page views today with collected UGV, and then build a mix of collected and contributed content as more and more creators join the site.

The result is a content site that uses the natural resources of the web, while maintaining a quality level that provides visitors with a trusted source for content and advertisers with a safe space to market their products and services.

Aggregation, Curation, and Media Publishing.

For publishers in the magazine world, the web has always provided a complex conundrum. On one hand, readers are rapidly shifting to the web - on the other, the revenue differential between a user subscribing to a print magazine versus viewing a magazines website has created a gulf in revenue. Video changes that - creating TV-like opportunities for magazines that are rapidly shifting to look more like cable TV channels.

As web video becomes more prevalent, and the volume of web video continues to accelerate, finding pre-filtered and trusted sources for video become critically important. YouTube alone is encoding 13 hours of video each minute. At the same time, the coming together of community and content creates an opportunity to evolve video beyond search. And the TOH case is a great example of that.

For the team at Magnify.net, the experience with TOH validates some of our key assumptions about how publishers, visitors, and advertisers roles are evolving and becoming more integrated in the emerging world of curated content. There's no doubt that we'll see the speed of innovation in the curation space heat up, as more publishers embrace their role as aggregators.

The author is the CEO of Magnify.net, which provides platform services to more than 50,000 video enabled websites, include Taste Of Home.com

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Viewed 195 times



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Posted by sarahjames
Viewed 191 times



Famous Fudge
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Viewed 205 times

Food Find Contest

"We're hiding in some unusual packaging."

